<u>Claims:</u>

1.   In a mobile device for managing events, a method for controlling user notification of the events comprising:

notifying a user of the occurrence of an event in accordance with a first user notification profile defining notification control options; and

switching to a second user notification profile automatically in response to the satisfaction of a switch condition thereby to notify the user in accordance with the second user notification profile.

2.   The method of claim 1 comprising defining the switch condition.

3.   The method of claim 2 wherein said switch condition is defined in relation to at least one of a time parameter and a location parameter.

4.   The method of claim 1 comprising:

monitoring the satisfaction of the switch condition to determine the automatic switching.

5.   The method of claim 2 comprising storing the switch condition in association with a one of the first and second user notification profiles to facilitate re-use of a stored switch condition.

6.   The method of claim 5 wherein defining the switch condition comprises accessing the stored switch condition for re-use.

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7. The method of claim 1 wherein said first user notification profile comprises options defined to disable user notification of at least some of the events and said second user notification profile comprises options defined to enable user notification of said at least some of the events whereby the switching automatically enables user notification upon the satisfaction of the switch condition.

8. The method of claim 1 wherein said first user notification profile comprises options defined to enable user notification of at least some of the events and said second user notification profile comprises options defined to disable user notification of said at least some of the events whereby the switching automatically disables user notification upon the satisfaction of the switch condition.

9. The method of claim 2 comprising:

enabling said first user notification profile to control the notification thereby replacing a previously enabled user notification profile; and

defining said second user notification profile in accordance with said previously enabled user notification profile such that said switching automatically re-enables the previously enabled user notification profile.

10. A mobile device for managing events comprising:

a user interface for the notification of the events, the notification controlled by a current one of a plurality of

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profiles each defining notification options, said user interface comprising a profile switch component to automatically switch the current profile from among the plurality in response to a switch condition.

11. The device of claim 10 wherein the user interface comprises a profile enablement component to define switch conditions for associating with said profiles.

12. The device of claim 11 wherein the profile enablement component defines switch conditions in response to at least one of a time parameter and a device location parameter.

13. The device of claim 11 wherein the profile enablement component is adapted to selectively enable a one of said profiles to define the current profile.

14. The device of claim 10 comprising a switch condition monitoring component to monitor the satisfaction of the switch condition to determine the automatic switching.

15. The device of claim 11 wherein the user interface is adapted to store the switch condition in association with a one of the profiles to facilitate re-use of the switch condition.

16. The device of claim 15 wherein the profile enablement component is adapted to access the stored switch condition for re-use.

17. The device of claim 11 wherein the profile enablement component defines a next profile for switching to upon satisfaction of the switch condition and wherein said profile

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switch component switches in accordance with the next profile.

18. The device of claim 18 wherein the next profile is defined in accordance with a last profile enabled immediately prior to the current profile such that said profile switch component switches back to the last profile.

19. A computer program product including a computer readable medium having a computer program for instructing a processor in a mobile device for managing events to control user notification of the events, the computer program comprising:

code for notifying a user of the occurrence of an event in accordance with a first user notification profile defining notification control options; and

code for switching to a second user notification profile automatically in response to the satisfaction of a switch condition thereby to notify the user in accordance with the second user notification profile.